

## News Release

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## FOR IMMEDIATE RELEASE

# Axalta's industry-leading technology solves colour matching problems

*Bodyshops don't need to risk poor colour matches*

**07 OCTOBER 2021** – Colour assessment and matching are two important process steps for every bodyshop; it's easy to get wrong if the colour match is done by eye due to the subjective nature of colour. And factoring in that globally 8% of men are colour-blind<sup>1</sup>, the risks of poor matches for bodyshops increases even further. Red-green colour-blindness is the most common form, causing problems differentiating between red and green; not what a customer wants from a paint repair.

With Axalta's cloud-based Digital Colour Management, bodyshops don't have to rely on the human eye to match colours. It enables bodyshops to handle the entire colour retrieval and mixing process completely digitally and 100% wirelessly – something that Axalta brought to the industry first in 2019.

“Colour competence is one of Axalta's key areas of expertise and strengthens our industry-leading premium refinish brands, offering the fastest and most productive paint process available to the market today. Refinishers take colour readings of a vehicle's paintwork using Axalta's digital spectrophotometers, which wirelessly send the readings to Axalta's constantly-updated online global colour database. The best match can be selected on a smartphone or a tablet and sent via WiFi to an IP scale for mixing the colour formula,” says Gregor Doerdelmann, Axalta's Refinish Colour Service Manager for Europe, the Middle East and Africa (EMEA).

Axalta's Digital Colour Management now provides fully end-to-end automated colour mixing thanks to seamless integration with the Daisy Wheel 3.0.

With pre-filled, ready-to-use bottles of Cromax® Pro Basecoat, Permahyd® Hi-TEC Basecoat 480 and Standoblue Basecoat coupled with the Daisy Wheel 3.0, the first 100% fully-automatic mixing machine, refinishers get better accuracy on the production of ready-to-use colours, reduce consumption and avoid waste.

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<sup>1</sup> <https://www.colourblindawareness.org/colour-blindness/>

“Today, by combining Axalta’s cloud-based Digital Colour Management with Fillon Technologies’ new Daisy Wheel 3.0, refinishers are able to automate their whole colour mixing process for the first time,” he says.

The fully automated mixing process is straightforward and extremely fast with a reduction in time of more than 50%, which allows customers to gain tremendous efficiency, maximise booth cycle time and improve key-to-key times.

Doerdelmann concludes, “Axalta continues to redefine what is possible for bodyshops by being at the forefront of coating technology for more than 150 years. The end markets we serve demand high levels of product performance and superlative productivity, and we deliver.”

Fully automated mixing with Daisy Wheel 3.0 is now available to bodyshops across EMEA. Interested bodyshops should contact their local Axalta Refinish representative for more details.

For more information, please visit [www.refinish.axalta.eu](http://www.refinish.axalta.eu).

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#### **About Axalta Refinish**

Axalta Refinish - part of Axalta, a leading global company focused solely on coatings – is a valued, reliable global paint repair partner to our customers, who demand nothing short of total customer satisfaction. We give them confidence in our fast, efficient, high-quality coating technologies and integrated digital business processes, making the entire paint repair journey faster, easier and more profitable. With more than 150 years of experience in the coatings industry, our dedication to innovation and our constantly-developing technology means we offer our customers an unlimited colour choice for perfect colour matches. Most importantly, we work tirelessly to anticipate our customers’ needs so they can address the challenges they face every day. We have an impressive portfolio of brands for every bodyshop requirement, for every segment of the market, and for every level of market maturity. For more information visit [refinish.axalta.eu](http://refinish.axalta.eu) and follow us on [LinkedIn](#).

#### **About Axalta**

Axalta is a global leader in the coatings industry, providing customers with innovative, colourful, beautiful and sustainable coatings solutions. From light vehicles, commercial vehicles and refinish applications to electric motors, buildings facades and other industrial applications, our coatings are designed to prevent corrosion, increase productivity and enhance durability. With more than 150 years of experience in the coatings industry, the global team at Axalta continues to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit [axalta.com](http://axalta.com) and follow us @Axalta on [Twitter](#).